

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

No. 1624

Washington, D. C.

March 16, 1957

Report of the Convention Arrangements Committee

By B. E. Richmond, Chairman

At the meeting of the Board of Directors May 18 and 19, 1956, the following resolution was passed:

"In accordance with the resolution passed by the Board in 1953 approving the plan for alternating the convention between Atlantic City and Chicago, the Officers recommended that the 1958 convention be held in Atlantic City the third week in January, and that the Canning Machinery and Supplies Association and the National Food Brokers Association be invited to participate, as usual. It is further recommended that a special committee be authorized to assist the officers in working out the arrangements for this convention."

President Hudson, acting on the Board's recommendation, appointed a special committee to be known as the Convention Arrangements Committee. This committee surveyed the membership very carefully to insure that the committee was thoroughly acquainted with the views of the canners who attend the convention on how they would like to have their annual convention arranged and managed.

One of the most important problems this committee had to deal with was that of planning a canners convention of the future in light of the decision of the National Food Brokers Association to hold a separate convention and sales conference in mid-December, 1957. The committee sought to determine, first of all, through correspondence and other contacts with the Brokers Association, whether or not the N.F.B.A. would entertain a suggestion to reconsider their action; and if not, if they would jointly sponsor a second convention in January or February in alternate years with N.C.A. as they have in the past. There was no affirmative action taken by N.F.B.A. to either of these suggestions.

The N.C.A. committee, supported by a strong affirmative vote of the membership approving its proposal, recommends to the Board of Directors that the N.C.A. hold its convention as planned and as previously authorized by the Board, and to again extend to the N.F.B.A. a cordial invitation to participate. It is further recommended that should the N.F.B.A. not accept this invitation, each N.C.A. member invite his brokers and buyers to attend the canners convention, and that the N.C.A. staff be directed to

arrange for the providing of suitable hotel facilities for these broker and buyer guests of the members. (This recommendation was moved, seconded and approved by unanimous action of the Board of Directors, at Chicago, February 15, 1957.)

In making the above recommendation the Committee gave considerable weight to the question of timing, for, generally speaking, canners are not prepared for a meeting with brokers and buyers in mid-December.

Officers of the Brokers Association have indicated to your chairman that canner-broker relations could be improved if the canners would appoint a special committee to consult with an appropriate committee of N.F.B.A. Following through on this suggestion your chairman recommends to the Board of Directors that such a committee be appointed to meet with the Canned Foods Committee of N.F.B.A.

This recommendation was adopted by the Board and the following resolution passed:

Resolved, That there is hereby appointed as a special committee of the Association a Broker Relations Conference Committee to discuss with the National Food Brokers Association appropriate subjects of common interest to the two associations, and that the officials of N.F.B.A. be advised of this action and given the names of the canners appointed to serve on this Special Conference Committee.

(The membership of this and other N.C.A. committees will be announced in a forthcoming issue of the INFORMATION LETTER.)

Plans for handling the 1958 Convention will be announced through a special letter to the membership sometime in April.

Prune Juice Hearing Recessed

As announced in the *Federal Register* of January 18, a hearing was begun on March 12 by the Food and Drug Administration for the purpose of receiving evidence on a proposal to permit the use of honey as an optional ingredient in canned prune juice.

Only a portion of the testimony could be taken in the first day, and since some of the parties could not continue to attend, the hearing was recessed until Tuesday, April 23.

New Building Facilities Dedicated for Activities Of N.C.A. Northwest Branch

Dedication ceremonies were held March 12 for the new building facilities in Seattle of the Northwest Branch of the N.C.A., at 1600 Jackson Street, which have been remodeled to consolidate the offices, laboratory and inspection service of the Branch. This now achieves modern facilities for all three units of N.C.A.—the Washington headquarters building in 1950, and the Western Research Laboratory at Berkeley, Calif., in 1951.

The ceremonies were made a part of the 19th Annual Canned Salmon Cutting Demonstration and program at the Olympic Hotel. On the afternoon of March 12, Guy V. Graham, chairman of the Northwest Building Committee, turned over the keys to E. E. Murray, chairman of the Advisory Board of the Northwest Branch. He in turn presented the keys to Executive Secretary Carlos Campbell, who responded with an address pointing up the significance of the new facilities in advancement of the canning industry.

Open house was held on the afternoon of March 13 to give members and visitors an opportunity to inspect the new facilities. Press representatives and photographers were among the visitors.

Mr. Campbell built his address around the language of the bronze plaques inset in the lobbies of the Washington and Berkeley buildings, copy of which will be struck for the Seattle building:

"This building is dedicated to the advancement of technological research in the processing and preservation of food and to other public services. As this symbol is an index to stature so shall its purpose be a service to national welfare."

Mr. Campbell stated that the first sentence of the commemorative plaque required no explanation on the assumption that everyone appreciates the meaning of "advancement of technological research in the processing and preservation of food." He said that such scientific work is basic to the success of the canning industry

and has been accomplished so well by the canners themselves and the various scientists in the industry that it is frequently taken for granted. The balance of Mr. Campbell's remarks follow:

"The phrase 'to other public services' may be a little vague to anyone not familiar with the work that has been done by the salmon canners during the past two decades. In fact, salmon canners have gained stature within the industry and among all business groups by the farsighted program of maintaining a constant and efficient check on the quality of canned salmon in the interest of the millions of consumers of canned salmon. The confidence of the consuming public in the purity and wholesomeness of canned salmon is due in large part to the efficient manner in which this inspection program has been carried out from its inception and probably more important is the fact that salmon canners have unanimously supported this program, even though at times it meant severe financial sacrifice to individuals. It is well to note that any work performed in the interest of the public gains stature in proportion to the amount of sacrifice involved.

"The tenacity with which the salmon canners cling to this self-policing policy is explainable, first, by the realization that only by maintaining such a policy can the very excellent public acceptance of canned salmon be maintained, and second, the depth of salmon canners' faith in this policy is measured by the actual sacrifice that many have experienced and the potential losses to anyone whose standards of processing may inadvertently slip temporarily.

"The personal sacrifice involved in the maintenance of a sound program for the group as a whole is consistent with the satisfaction of the individual canner's selfish motives in obtaining for himself the highest rewards for his endeavors, or more bluntly stated, to make the most profit he can from his canning operations.

"This is consistent because only through the fear of personal financial loss are businessmen kept constantly on their toes in the maintenance of the quality standards which contribute so much to the consuming public's faith in the wholesomeness of canned salmon. As that public confidence is held and increased, so is the consumer's demand for canned salmon maintained. Unfortunately, too many businessmen fail to appreciate the strengthening of moral character that results from their having to shoulder the burden of financial losses as the penalty for not maintaining the quality of their product.

"Some businessmen have found it easier to cry for and to obtain Government support to offset the sacrifice that should be borne by the individual, but it has been demonstrated by can-

ners that the strength of any industry to endure severe competition is materially enhanced if that industry has solved its own problems.

"In the case of the salmon industry, added credit is due for having solved its problems through sacrifice because it has had the added handicap of declining sources of raw material. But even so, there has been no evidence of weakening under the stress of a self-policing program.

"The stature attained by the salmon canning industry is commensurate with the support the individual salmon canners have given to the 'better salmon plan.'

"This building is merely a symbol but its splendid facilities, together with the dedicated purpose of the N.C.A. employees who will carry on this work, is an index of this industry's stature. Furthermore, the manner and means by which this industry has attained such stature insures the continuance of the high level performance of this program, and thus the purpose to which this building is being dedicated becomes a service to national welfare."

Damage Prevention

The importance of damage prevention is being stressed at meetings sponsored by various state and regional canners associations in cooperation with the Association of American Railroads.

Talks were made in February and early March by the AAR's canned foods specialist, E. J. Kraska, at meetings of the Tri-State Packers Association, Pennsylvania Canners Association, N.A.W.G.A. and G.M.A. A similar carloading clinic will be held under auspices of the Wisconsin Canners Association in Madison on March 19.

The object of these clinics is to reduce the damage to canned foods which is attributed to improper loading of box and refrigerator cars. Proper loading is described in lectures, pictures, and demonstrations, which point out the large reductions in damage to both cases and cans resulting from the "bonded block" method. The lectures also establish that it is to the canner's self interest to see that his carefully prepared products reach the distributor and the consumer in such condition that both the cases and the cans will be on-the-spot salesmen for his products. Damaged cases are always unwelcome. A torn label or a dented can will counteract much of the production and sales efforts of the canner. Enlightened self-interest of the canners and the railroads will make better trade relations with those who buy canned foods.

Showings of "Three Squares"

Since the last report in the INFORMATION LETTER of January 26 there have been 10 more showings of the canning industry film, "The Three Squares," produced as one of the projects of the N.C.A. Consumer and Trade Relations program. These are reported as follows:

Five showings, during the July to December, 1956, period, by the USDA Extension Service, State of New Mexico, to a total audience of 146 persons.

On January 15 at the Vegetable Meeting of the Pennsylvania Farm Show, Harrisburg.

On January 31 at the Pennsylvania Canners Association Fieldmen's Conference, Pennsylvania State University.

On February 6 by Ted Goeres, vice president of Lodi Canning Company, Lodi, Wis., at a meeting comprising 80 growers and potential growers and 20 cannery employees.

On February 19, at the closing general session of the N.C.A. Convention in Chicago, before about 400 in the audience.

On February 25 by H. B. Blum, vice president of The Albro Packing Co., Springboro, Pa., to 42 plant employees.

On March 4 by Mrs. Carlos Campbell, who is serving this year as chairman of the program committee of the Colonial Dames, before a group of 50 women at the headquarters of the organization. Introductory statement was made by Mr. Campbell.

On March 6 by P. D. Jacobs, plant manager of Consolidated Food Processors, Inc., West Chicago, Ill., before 50 Rotarians at the West Chicago Rotary Club.

The film was shown early in January to about 30 members of the Farm Placement staff of the U. S. Department of Labor in Washington, and again on February 18 before an audience of 15 at a National Farm Placement Conference in Philadelphia.

J. Willis Beidler

J. Willis Beidler, 48, chief chemist of The C. H. Musselman Co., Biglerville, Pa., died suddenly at his home March 5.

He joined the Musselman company as assistant chemist in 1930 and was made chief chemist in 1935. As technical director for the company's three plants, he pioneered in the manufacture of pie fillings and various juices.

Mr. Beidler served as a member of the N.C.A. Washington Laboratory

Advisory Committee for the past three years, and also was a member of the Raw Products Technical Advisory Committee. He was active in the affairs of the Pennsylvania Canners Association.

Green Peas for Processing

The acreage of green peas to be planted for processing in 1957 is expected to be 3 percent less than the acreage planted last year, according to the Crop Reporting Board of USDA.

But the acreage intended for canning, comprising three-fourths of the total, is expected to exceed last year's planted acreage by 2 percent and exceed the 10-year average by 1 percent. The acreage indicated for freezing is down 14 percent from last year.

If the early-season prospects materialize, the 1957 acreage planted for processing will total 487,500 acres, compared with 501,860 acres planted in 1956 and an average of 456,580 acres. Average abandonment of 6 percent of the planted acreage would result in about 458,000 acres for harvest. This would compare with 476,720 acres harvested in 1956 and the 10-year average of 427,260 acres harvested.

Following are the acreages indicated by USDA on the basis of reports received from processors in late February and early March:

State	10-year ave. 1946-55 (acres)	1956 (acres)	1957 Pro- spec- tive (acres)	Per- cent change from 1956
Maine.....	7,720	8,060	7,200	-11
N. Y.....	28,660	17,000	17,000
Pa.....	14,100	12,500	11,500	-8
Ohio.....	2,860	1,100	1,200	+9
Ind.....	3,640	2,800	2,600	-8
Ill.....	25,080	30,800	31,400	+2
Mich.....	6,930	5,500	7,400	+35
Wis.....	132,760	133,100	137,000	+3
Minn.....	54,200	64,400	62,300	-3
Iowa.....	4,320	3,800	3,800
Del.....	2,540	5,900	5,000
Md.....	9,160	10,800	11,400	+6
Va.....	2,260	2,400	2,400
Idaho.....	10,880	14,400	13,000	-6
Colo.....	3,810	2,300	1,700	-26
Utah.....	9,960	6,000	7,700	+17
Wash.....	62,930	85,500	77,000	-10
Oreg.....	56,850	71,500	69,000	-4
Calif.....	8,960	14,700	9,000	-35
Other states ¹ ..	8,900	8,700	7,800	-10
U. S. Total...	456,580	501,860	487,500	-3
For canning and other processing...	347,180	344,060	352,000	+2
For freezing...	109,400	157,800	135,500	-14

¹ Ark., Kans., Mo., Mont., Nebr., N. J., Okla., Tenn., W. Va., and Wyo.

Spinach for Processing

Reports from spinach processors in California and Texas indicate a 1957 production of 78,500 tons for canning and freezing from the winter crop in Texas and the early spring crop in California, according to the Crop Reporting Board of USDA.

This is about 10 percent more than the 1956 production of 71,100 tons and 34 percent above the average annual production of 58,720 tons for these two states.

In Texas, weather has been favorable for the development of spinach. Recent rains benefited the crop but they have slowed harvest. California's spinach crop is about two weeks behind a normal schedule in its development because of cold, dry winter weather. However, the crop is in good condition as recent warm weather and rains have stimulated growth. Because the crop is irrigated, virtually no acreage has been lost to date, in spite of the winter drought.

Seasonal Group and State	10-year ave. 1946-55 (tons)	1956 (tons)	1957 Pro- lim- inary (tons)	Per- cent change from 1956
Winter:				
Texas.....	10,130	10,000	8,800	-9
Early Spring:				
California...	48,900	61,100	69,700	+14

Citrus Fruit Production and Utilization

The 1956-57 orange crop (including tangerines) is estimated at 138 million boxes, 1 percent larger than the 1955-56 crop and 17 percent above average, according to the Crop Reporting Board of USDA.

Compared with last month, there was a decline of 200,000 boxes, since the Florida tangerine crop is turning out smaller than had been estimated on February 1. In Florida, a reduction in Temple oranges was offset by an increase in other early and mid-season oranges.

The total production of early and mid-season oranges is estimated, as of March 1, at 70.5 million boxes, 3 percent above last year's crop and 26 percent above average. Valencia oranges are estimated at 63.2 million boxes, 2 percent below last season but 9 percent above average. Valencia prospects remained unchanged from last month.

The tangerine crop is now estimated at 4.8 million boxes, down 4 percent from the February estimate but 2 percent above last year's crop.

Production of grapefruit is estimated at 42.8 million boxes, 200,000 less than indicated a month ago and 5 percent below last year.

The 1956-57 lemon crop in California is estimated at 14 million boxes, 11 percent larger than the 1955-56 crop and 6 percent above average.

UTILIZATION

USDA reports utilization of Florida oranges to March 1 only slightly above last year to the same date. Utilization of Florida grapefruit for processing, however, declined about 10 percent.

Utilization of California oranges by processors is reported up slightly from last year.

How Cans and Canned Foods Helped "To Build a Nation"

Canned foods and the tin can were featured on the program "To Build a Nation," February 23, over New York City's station WCBS-TV, with Cameron Andrews playing the role of "Adam Friendly" the host, and supported by a cast of actors. The program script presented many of the historical items in the development of present-day methods of preserving food, going back to Appert's discovery, his reward by Napoleon, the development of the metal container, and the early events in the establishment of the industry in America.

Early hand-made cans were demonstrated, along with films comparing modern can manufacture. There was also a display of unusual can openers. Mrs. Jean Way Schoonover of the staff of Dudley-Anderson-Yutzy was interviewed and gave information on various can sizes, the wide availability, the convenience, and other advantages of canned foods.

Florence M. Monroe, producer of the show, has extended acknowledgments to N.C.A., the Can Manufacturers Institute, American Can Company, and Continental Can Company for assistance in the preparation and presentation of the program.

Canned Foods Carloading

A four-page manual on the bonded block method of loading rail freight cars has been prepared by the National Institutional Wholesale Grocers Association in cooperation with the Association of American Railroads. Copies may be obtained from the National Institutional Wholesale Grocers Association, 3425 South Kedzie Ave., Chicago 23, Ill.

Status of Legislation

Agricultural trade development—S. 1314 (Ellender of La.) and other bills to amend and extend P. L. 480 after next June 30 have been introduced in the Senate and House. No action scheduled.

Alaska statehood—H. R. 50 (Bartlett) to provide statehood for Alaska, is the subject of hearings begun by the House Interior and Insular Affairs Committee March 11. The Administration submitted an amendment that would authorize "national defense withdrawals" while continuing civil rule by local government.

Antimerger legislation—H. R. 2143 (Celler of N. Y.), to require prior notification of corporate mergers, will be the subject of hearings by a House Judiciary Subcommittee March 20-22. S. 198 (O'Mahoney of Wyo.) is pending before Senate Antimonopoly Subcommittee.

Corporate tax extension—H. R. 4090, extending the present 52 percent corporate income tax rates and certain excise tax rates for another year after April 1, was passed by the House March 14 and will be considered by the Senate Finance Committee March 19.

Defense procurement—S. 1537 (McClellan of Ark. and McCarthy of Wis.) and a number of companion bills in the House, to create a "Supply and Service Administration" in the Department of Defense for purchase and distribution of common supply items, in line with Hoover Commission recommendations, have been introduced and referred to Armed Services Committees, which are awaiting comments from the Department.

FDA chemical additives—Bills providing for FDA control over addition of chemicals to food have been introduced. FDA informed House Interstate Commerce Committee on March 6 that a FDA proposal is now before the Budget Bureau for approval and will be submitted to Congress as soon as it is cleared.

Government contracts—H. R. 722, to amend the Robinson-Patman Act so as to make sales to nonprofit institutions for resale, subject to the Act, will be the subject of hearings by House Judiciary Committee after it receives statements from government agencies concerned.

Marketing orders, cranberries—S. 273 (Saltonstall and Kennedy of Mass.) and H. R. 352 (Nicholson of Mass.), to amend the Agricultural Marketing Agreement Act so as to authorize marketing orders for cranberries for canning, have been introduced. No action scheduled. N.C.A. opposes.

Potato marketing and labeling—S. 1315 (McCarthy of Wis.) and S. 1393 (Smith of Me. and 19 co-sponsors) and companion bills in the House would prohibit the sale of potatoes that are of a lower grade than U. S. No. 2, if this restriction is approved by two-thirds of the potato producers voting in a referendum; and would authorize the Secretary of Agriculture to suspend the grade restrictions in sales to canners if the potatoes meet all the requirements of No. 2 grade except size. No action scheduled. N.C.A. opposes application to canning.

Poultry inspection—S. 313 (Aiken of Vt.) and other bills to establish mandatory inspection of poultry by the USDA on a basis similar to meat inspection are the subject of hearings by the Senate and House Agriculture Committees.

Robinson-Patman Act—S. 11 (Kefauver of Tenn.) and H. R. 11 (Patman of Tex.), to restrict the good faith defense against a charge of price discrimination, is the subject of hearings begun by the Senate Antitrust Subcommittee March 12. More than 100 parties request to be heard, but Sen. Kefauver promised to terminate hearings March 15.

Wage-Hour—Various bills to increase the minimum wage, broaden coverage and eliminate existing exemptions in the Fair Labor Standards Act, are the subject of hearings by Senate and House Labor Subcommittees. The House subcommittee has practically decided to conduct field investigations in the Midwest and

Pacific Coast in order to hear "non-professionals."

Waste disposal—H. R. 1082 (Byrnes of Wis.), H. R. 2463 (Lipscomb of Calif.), and H. R. 4134 (Simpson of Pa.), to allow rapid amortization of waste disposal facilities and treatment works, have been introduced. N.C.A. supports the proposal, which is before House Ways and Means Committee.

The Farmer

In the February 16 issue of *The Farmer*, a bi-monthly farm magazine, are articles featuring corn and tomatoes.

One article "Corn" begins, "A most appetizing vegetable and one that combines well with so many other foods is corn. An all-time favorite, it is available in large quantities this season and makes a good buy for the budget wise homemaker." The seven recipes that follow use either cream style or whole kernel corn. Other canned foods included in the recipes are kidney beans, tomatoes, mushrooms and pimientos.

Another article is entitled "Spaghetti Sauce." Two of the recipes for sauce use both canned tomatoes and tomato sauce, and one recipe uses tomato paste.

Both articles are illustrated with black and white photographs.

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